

Message Text

PAGE 01 STATE 147587

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TO AMEMBASSY SOFIA PRIORITY

AMEMBASSY VIENNA PRIORITY

UNCLAS STATE 147587

E.O. 11652:

TAGS: BEXP, BU, AU

SUBJ: PLANS PACKAGE MATERIAL FOR TRANSLATION

VIENNA FOR EWTC

REF: (A) STATE 138533

(B) SOFIA 1014

(C) VIENNA 5104

1. FOLLOWING IS COMMERCE BROCHURE MATERIAL FOR TRANSLATION. FIRMS NOT NECESSARILY IN ALPHABETICAL ORDER BUT AS PREPARED FROM AVAILABLE MATERIAL. TRANSLATIONS SHOULD BE SENT VIENNA EWTC FOR PRINTING WHERE ALPHABETICAL ARRANGEMENT CAN BE EFFECTED. WHEN AVAILABLE WE ARE SENDING GLOSSY PHOTOS TO VIENNA FOR REPRODUCTION IN COMMERCE BROCHURE. SECRETARY DENT'S MESSAGE WILL BE SENT AS SOON AS CLEARED.

BEGIN TEXT:

(1) CESSNA

CESSNA AIRCRAFT COMPANY

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PAGE 02 STATE 147587

5800 E. PAWNEE STREET

WICHITA, KANSAS 67201 USA

CABLE: CESSNA, WICHITA

TELEX: 89-2536

SHOWING: 1974 CESSNA AGWAGON AIRCRAFT.

REPRESENTED BY: JOSIP BERNAS

DISTRICT SALES MGR., EUROPE

ROBERT GLENN AND GERRY VAN OS

REPRESENTATION IN EUROPE:

CESSNA EUROPEAN MARKETING CENTER

PB 2 ZAVENTEM (BRUSSELS)

BELGIUM

TELEX: 846 22502

GENERAL INFORMATION:

THIS FIRM WHOSE FOUNDER, CLYDE CESSNA, A FARMER MECHANIC, BUILT HIS FIRST AIRPLANE IN 1911, IS SHOWING ITS LATEST ONE-SEATER CROP SPRAYING AIRCRAFT, THE AGWAGON. THIS AIRPLANE INCORPORATES TECHNOLOGY, DEVELOPED BY CESSNA, AND USED FOR THE FIRST TIME IN THE 1974 MODEL, SHOWN HERE. THIS AIRPLANE HAS A HYDRAULIC DISPERSAL SYSTEM, ALSO FOUND IN THE 1974 MODELS OF THE AGPICKUP AND AGTRUCK, ESPECIALLY DESIGNED BY THE CESSNA COMPANY. THE SYSTEM HAS BEEN EXTENSIVELY TESTED ON FARMS AROUND THE WORLD FOR RELIABILITY AND HIGH CAPACITY. THE 1974 AIRCRAFT HAS OTHER NEW FEATURES TO IMPROVE EFFICIENCY AND EASE OF OPERATION.

FOR LARGE SCALE FARMING THIS TYPE OF AIRCRAFT IS INDISPENSABLE FOR CROP DUSTING. CESSNA ACCOUNTS FOR NEARLY 50 PERCENT OF THE AGRICULTURAL AIRCRAFT MARKETED IN THE UNITED STATES AND ALSO SELLS ITS PLANES WORLDWIDE. AIRCRAFT MADE BY CESSNA ARE FAMED FOR THEIR RUGGEDNESS AND LOW MAINTENANCE REQUIREMENTS. THE COMPANY IS A LEADER IN THE SALES OF SMALL AIRCRAFT TO AGRICULTURAL DEVELOPING COUNTRIES.

THE AGWAGON IS IN THE MEDIUM PRICE RANGE. IT FEATURES A 300 UNCLASSIFIED

PAGE 03 STATE 147587

HORSEPOWER MOTOR, CONSTANT SPEED PROPELLER, AND HAS A HOPPER CAPACITY OF 200 GALLONS IN ITS GROSS WEIGHT OF 4000 POUNDS. THE PLANE HAS OMNIVISION WHICH PROVIDES THE PILOT WITH CLEAR UNOBSTRUCTED VISION THROUGH 360 DEGREES. A HORIZONTAL STABILIZER, ABRASION BOOTS, AND OVERSIZE TIRES FOR MAXIMUM ROUGH FIELD CAPABILITY.

CESSNA HAS PRODUCED OVER 100,000 AIRPLANES, MOSTLY OF THE SMALLER SIZES IN WHICH IT IS ACKNOWLEDGED AS THE INDUSTRY'S LEADER. CESSNA IS INTERESTED IN DIRECT SALES TO EASTERN EUROPE.

2). COMPUCORP

COMPUTER DESIGN CORPORATION
12401 WEST OLYMPIC BOULEVARD
LOS ANGELES, CALIFORNIA 90064

SHOWING:

SCIENTIST DESKTOP COMPUTER COMPUCORPS MODEL 425G-44;
STATISTICIAN DESKTOP COMPUTER COMPUCORP MODEL 445-44;
BUSINESS DESKTOP COMPUTER COMPUCORP MODEL 485-44;
TAPE CASSETTE READER/RECORDER COMPUCORP MODEL 492;
PLOTTER COMPUCORP MODEL 493XYV
INPUT/OUTPUT TYPEWRITER AND INTERFACE COMPUCORP MODEL 494;
MARK SENSE CARD READER COMPUCORP MODEL 490;
SCIENTIST MICRO COMPUTER COMPUCORP MODEL 324G;
STATISTICIAN MICRO COMPUTER COMPUCORP MODEL 344;
SCIENTIST MICRO COMPUTER AND TAPE CASSETTE UNITS (2)
COMPUCORP MODELS 325/392 AND 326/392; AND TELETYPE INTERFACE
AND TELETYPE COMPUCORP MODEL 395.

REPRESENTED BY: ROBERT MILLS, JACQUELINE TIDD
SALES MGRS.; J. ARMSTRONG ENGINEERING MGR.;
D. WALKER; ING. Y. VOLEV, SHIPKA

REPRESENTATION IN EUROPE:

A) COMPUCORP CALCULATING SYSTEMS AG
PARAMOUNT HOUSE
70/75 UXBRIDGE RD., EALING
UNCLASSIFIED

PAGE 04 STATE 147587

LONDON, W.5 ENGLAND
TELEX: 01-579-2042

B) P.O. BOX 183 BAARERSTRASSE 10
6301 ZUG, SWITZERLAND
TELEX: 78873

C) SHIPKA, 2 STAMBOLSKI BLVD.
SOFIA, BULGARIA

GENERAL INFORMATION:

COMPUCORP, ALSO KNOWN AS THE COMPUTER DESIGN CORPORATION,
HAS SPECIALIZED SINCE ITS ESTABLISHMENT IN 1968 IN
DESIGNING AND PRODUCING MINATURIZED COMPUTERS AND RELATED
ELECTRONIC CALCULATING EQUIPMENT WITH THE CAPABILITIES OF
LARGER APPARATUS. ITS BETA 326 HAS MORE COMPUTER POWER THAN
ANY OTHER HAND HELD UNIT IN THE WORLD. THE PARTICULAR
ADVANTAGE OF THE FIRM'S PRODUCTS IS THAT THEY CAN BE
USED ON-SITE WHETHER THE LOCATION OF OPERATION IS A
FACTORY, OFFICE, LABORATORY, FARM OR UNIVERSITY. THE FIRM
PRODUCES, IN ADDITION TO COMPUTERS, CASSETTE TAPE

READERS AND RECORDERS, PLOTTERS, STATISTICAL AND SCIENTIFIC COMPUTATION AND STORAGE EQUIPMENT, TELETYPE EQUIPMENT FOR INPUT/OUTPUT AND INTERFACE AND MARK SENSE READERS. ITS DESKTOP COMPUTERS, SOME OF WHICH OVER 100 PRE-PROGRAMMABLE OPERATIONS ARE SIMPLE TO USE IN EVERY PHASE. COMPUCORP HAS ALSO PREPARED PROGRAMMED PACKAGES FOR A WIDE RANGE OF APPLICATIONS. THE FIRM'S EQUIPMENT IS IDEALLY SUITED FOR CONTROL AND PLANNING OPERATIONS IN EVERY FIELD AND IS INDISPENSABLE FOR SPEED AND EFFICIENCY IN LARGE SCALE PROJECTS.

IN AGRICULTURAL OPERATIONS, THE COMPUTERS PRODUCED BY THIS FIRM ARE USED IN STATISTICALLY ESTIMATING CROP YIELDS, CALCULATING THE BEST FEED MIX FOR LIVESTOCK, WORKING OUT THE AMOUNT OF SEED REQUIREMENTS FOR SPECIFIC AREAS OF CULTIVATION IN A VARIETY OF CROPS, AND IN LAND SURVEYING. THE EQUIPMENT CAN PROGRAM THE VARIABLES IN CLIMATIC CONDITIONS AND EXPRESS THE NEEDS FOR SUCCESSFUL FARMING OF SPECIFIC CROPS.

THE FIRM'S EQUIPMENT IS SOLD THROUGH 215 DEALERS AND
UNCLASSIFIED

PAGE 05 STATE 147587

DISTRIBUTORS IN THE US AND CANADA. ITS PRODUCTS ARE ALSO MARKETING IN 60 OTHER COUNTRIES WORLDWIDE THROUGH INDEPENDENT DISTRIBUTORS. IT IS INTERESTED IN BUSINESS PROPOSALS IN EAST EUROPE AND IS NOW REPRESENTED IN BULGARIA BY SHIPKA.

3). TOWNER

TOWNER MANUFACTURING COMPANY
P.O. BOX 6096
211 WEST 17TH STREET
SANTA ANNA, CALIFORNIA, U.S.A. 92706

SHOWING: TECHNICAL AGRICULTURAL DISPLAY PROVIDING INFORMATION
ON ALL AGRICULTURAL EQUIPMENT MADE BY THE FIRM.

REPRESENTED BY: B. R. TWIST, PRESIDENT.

REPRESENTATION IN EUROPE: NONE

GENERAL INFORMATION:

THE TOWNER MFG. CO. BEGAN OPERATIONS IN 1915 PRODUCING PRIMARY PRODUCTS AIMED TOWARDS HIGH QUALITY AND HEAVY DUTY TILLAGE EQUIPMENT COMPRISING DISC HARROWS AND PLOWS. OVER THE YEARS THE FIRM HAS STEADILY ENLARGED ITS PRODUCT LINE TO INCLUDE OTHER RELATED FARMING EQUIPMENT AS WELL AS MANY SPECIAL PURPOSE TOOLS FOR WATER IRRIGATION AND LAND RECLAMATION. THE FIRM'S PRODUCTS AND TECHNOLOGICAL PROCESSES HAVE BEEN MARKETING IN 90 PERCENT OF THE WORLD'S COUNTRIES DURING ITS 59 YEAR HISTORY AND ENJOY A

REPUTATION FOR QUALITY THAT IS UNIQUE IN THE INDUSTRY. THE FIRM PRESENTATION WILL FOCUS ON HEAVY DUTY EQUIPMENT DESIGNED TO PERFORM RUGGED AND UNIQUE TASKS IN THE FIELD OF AGRICULTURE WITH SPECIAL EMPHASIS ON LAND RECLAMATION, CONSTRUCTION AND MAINTENANCE OF IRRIGATION CANALS, ROAD CONSTRUCTION AND SITE PREPARATION. IN ADDITION TO DIRECT SALES, THE FIRM IS INTERESTED IN ESTABLISHING SALES REPRESENTATION, MAKING LICENSING ARRANGEMENTS AND DISCUSSING JOINT VENTURE POSSIBILITIES IN EAST EUROPE ON A LONG TERM BASIS.
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PAGE 06 STATE 147587

RLM INTERNATIONAL HARVESTER

INTERNATIONAL HARVESTER EXPORT CORPORATION
401 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611, U.S.A.
TELEX: 25 3547
CABLE: HARVESTER

SHOWING: 12 ROW CYCLO 400 PLANTER AND PLANTER DEMONSTRATION MODULE.

REPRESENTED BY: R.J. MCMENAMIN
VICE PRESIDENT SPECIAL OPERATIONS;
J.A. SCANAVY - AREA MANAGER;
C. DOERING - AREA SERVICE SUPERVISOR.

REPRESENTATION IN EUROPE: J.A. SCANAVY
FELIX MOITL STRASSE 11
A-1190 VIENNA, AUSTRIA
TELEX: SCANAVY 01-3208 OR
VIENNA 07-4834

GENERAL INFORMATION:

THIS FIRM TRACES ITS ANTECEDENTS TO THE INVENTION OF THE REAPER IN 1831 BY CYRUS HALL MCCORMICK. FROM THAT BEGINNING ITS HISTORY HAS BEEN ONE OF STEADILY BROADENING MANUFACTURE OF MACHINES AND EQUIPMENT TO SERVE MAN'S NEEDS IN AGRICULTURE, TRANSPORT AND EARTH MOVING.

INTERNATIONAL HARVESTER HAS MADE MANY CONTRIBUTION TO THE MECHANIZATION OF AGRICULTURE INCLUDING THE ROW TRACTOR, THE MECHANICAL COTTON PICKER, THE AIR PLANTER AND OTHER ITEMS. IT WAS THE FIRST COMPANY TO ACHIEVE AND PASS THE 5,000,000 MARK IN TRACTOR PRODUCTION.

THE COMPANY IS DISPLAYING ITS 12 ROW CYCLO PLANTER, A UNIQUE PIECE OF EQUIPMENT THAT IMPLANTS SEEDS INTO THE EARTH SCIENTIFICALLY WITH AIR. THIS SELF-PROPELLED PLANTER WAS INTRODUCED LESS THAN THREE YEARS AGO AND HAS HAD MOST

UNCLASSIFIED

PAGE 07 STATE 147587

FAVORABLE ACCEPTANCE BY LARGE FARM OPERATORS. THE EQUIPMENT IS NOTED FOR EXTREME SIMPLICITY IN OPERATION, ITS LARGE CAPACITY SEED HOPPER, AND THE EXCLUSIVE AIR METERING SYSTEM FOR HANDLING VARIOUS SEEDS. IT ALSO CAN BE USED AS A FERTILIZER SPREADER WITH THE PROPER LIQUID FERTILIZER ATTACHMENTS, AND CAN SERVE IN A HERBICIDE AND INSECTICIDE CAPACITY WITH OTHER AVAILABLE ATTACHMENTS. 4, 6 AND ROW CYCLO PLANTERS ARE ALSO AVAILABLE.

INTERNATIONAL HARVESTER EQUIPMENT IS SOLD AND SERVICED THROUGH A WORLDWIDE NETWORK OF AFFILIATES, DISTRIBUTORS AND AREA REPRESENTATIVES UNDER THE SUPERVISION OF ITS INTERNATIONAL HARVESTER EXPORT COMPANY IN CHICAGO, ILL. USA, AS NOTED ABOVE.

5. PERRY HARVESTER CORPORATION
13310 ROOSEVELT HIGHWAY
WATERPORT, NEW YORK 14571 U.S.A.

SHOWING: MECHANICAL TREE FRUIT HARVESTERS,
MODEL B-200, MODEL C, MODEL FE, MODEL EE AND
MODEL G.

REPRESENTED BY: JAMES L. PERRY

REPRESENTATION IN EUROPE: NONE.

GENERAL INFORMATION:

THE PERRY HARVESTER CORPORATION IS AN AUTONOMOUS DIVISION OF C.J. PERRY & SON OF 8401 RIDGE ROAD, GASPORT, NEW YORK, A FIRM FOUNDED IN 1921. THE FIRM ESTABLISHED THIS DIVISION IN 1963 TO MEET THE HEAVY DEMAND FOR FRUIT CROP HARVESTERS.

FIVE FRUIT PICKERS ARE BEING SHOWN. MODEL C IS FOR USE WITH LARGE TREES, A MULTICROP HARVESTER WITH A BULK BIN CARRIER AND A DECELERATION STRIP PRINCIPLE WHICH PRESERVES FRUIT QUALITY. MODEL FE IS ALSO A MULTICROP HARVESTER FOR SMALLER TREES. SIMILAR TO THE LATTER IS THE EE MODEL WHICH INCLUDES ADVANTAGE OF A VERY LOW TREE CROTCH PROFILE TO HANDLE BAD ANGLE LIMBS. THE MODEL G HARVESTER IS A SELF-PROPELLED
UNCLASSIFIED

PAGE 08 STATE 147587

WHEEL AND DRIVE UNIT FEATURING A ROLL-IN SHEET FRUIT CONVEYOR FOR BULK HANDLING. IT IS A LOWER COST MODEL FOR THE SMALLER FARM. ALL OF THE FIRM'S FRUIT PICKERS HAVE BEEN DESIGNED WITH LABOR SAVING FEATURES TO OBTAIN THE MAXIMUM FRUIT YIELD AND LEAST TREE SPOILAGE. THE EQUIPMENT IS SELF-POWERED

AND HAS A HIGH DEGREE OF MOBILITY FOR RAPID OPERATION IN
ORCHARDS AND GROVES.

THE FIRM IS INTERESTED IN DIRECT SALES AND REPRESENTATION IN
EASTERN EUROPE. SISCO

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